

# GULL LAKE VIEW'S ADVERTISING RATES





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### WHY ADVERTISE WITH US:

Hosting over 40,000 rounds each season at Gull Lake View East & West, our new GPS system provides a tremendous opportunity for advertising both goods and services to our golfers on the courses. Off of the course, we have over 15,000 guests sleep in our lodging each season (with 2-night average), so our Villa Room TV ads serve your message directly to a captive audience. Our unique blend of destination golfers along with regional golfers provides advertisers a great opportunity to spend time in front of a broad demographic of potential customers.

#### AVAILABLE OPTIONS:

**GPS:** The Visage golf cart GPS system is available on all 140 carts at Gull Lake View East & West. The bright 10.5" HD screen is mounted at the front of the cart with viewing access for both players and provides an average of six minutes of ad exposure at each hole. Your ad is locked on the screen for at least seven seconds before the customer touches the screen to return to golf-hole information, so interacting with your ad is built into the system. Your ad will then convert to an insert advertisement that will be displayed 3 additional times during the golfer's round.

**VILLA ROOM TVs:** With over 17,000 unique visitors spending an average of two nights in our Fairway Villas, advertising on the Villa Room TVs is where you want to be. This is the perfect solution for advertisers looking to promote their goods and services to our destination travelers.

**CLUBHOUSE AV ADs:** Each of our four clubhouses manages digital signage that can support your organization's advertisements. With over 120,000 tee times (across six courses), these premium advertisement placements are the perfect spot to make a significant impression (\*space is limited).



#### GLV CONSUMER DEMOGRAPHICS:

Unique blend of destination & local golfers

85% are males over the age of 40
55% earn more than \$100,000 annually
46% own a Corporate Credit Card

90% have attended college or hold a degree

76% attend sporting events
73% dine out more than once per week
58% use professional financial advisors

94% own their own home



#### PACKAGE PRICING:

#### DIGITAL ADVERTISING PACKAGES INCLUDE:

- Full screen GPS ad on one GLV East or West hole. Add an additional course for 50% of the à la carte rate.
- Three GPS insert ads throughout each 18-hole round
- · Logo with website link on our website
- One advertisement on Villa TV
- Four golf rounds to any of Gull Lake View's courses

ANNUAL PACKAGE	PRIME SEASON PACKAGE	
Span: Ads run March 1st- February 28th	Span: Ads run June 1st-September 30th	
Updates: Four updates included each year.	Updates: None included	
PRICE: \$1,475	PRICE: \$1,150	
PRE/POST SEASON PACKAGE	OUTING PACKAGE	
Span: Ads run March 1st-May 31st,	Span: Ads run the day of your outing	
Then October 1st through the season's end	Three GPS Ads per hole + basic design	
Updates: None included	12 Clubhouse AV ads for the day	
PRICE: \$850	PRICE: \$625	

## À LA CARTE PRICING

LOCATION	FULL-SEASON 3/1- 2/28	PRIME SEASON: 6/1 - 9/30	PRE/POST SEASON 3/1- 5/31, 10/1- Close
GPS AD (PER HOLE)	\$950	\$750	\$550
VILLA ROOM TV	\$350	\$275	\$200
CLUBHOUSE AV	\$650	\$475	\$325

#### ARTWORK SPECIFICATIONS:

INSERT AD: Size: 314 pixels wide x 141 pixels tall Format: JPEG File size should not exceed 50kb Displayed in the corner golf map.

FULL-SCREEN AD: Size: 1024 pixels wide x 600 pixels tall Format: JPEG File size should not exceed 200kb Displayed full screen throughout the hole.

## FOR MORE INFORMATION:

GULL LAKE VIEW

FOR INFORMATION OR TO PURCHASE ADS, PLEASE CONTACT: ERIC BRUEN, DIRECTOR OF SALES 269-210-2059 EBRUEN@GULLLAKEVIEW.COM

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